

What is claimed is:

1. A method for presenting personalized content to a user of a website, comprising:

accepting a login identifier from the user;

querying a database for a first set of content, wherein the first set of content is a function of the login identifier;

querying the database for a second set of content, wherein the second set of content is a function of the employer for which the user is employed; and

displaying the first set of content and the second set of content to the user through a web browser.
2. The method for presenting personalized content from claim 1, wherein the first set of content is information on the benefits election for the user.
3. The method for presenting personalized content from claim 1, wherein the second set of content is information on the benefits package of the employer.
4. The method for presenting personalized content from claim 1, further comprising:

displaying to the user a third set of content;

wherein the first set of content and the second set of content is information on plans administrated by a plan administrator controlling the website; and

wherein the third set of content is information on plans not administered by the plan administrator.
5. The method for presenting personalized content from claim 1, wherein the first set of content and the second set of content are used to generate a dynamic webpage.
6. The method for presenting personalized content from claim 5, wherein the dynamic webpage aggregates information from various sources.

7. The method for presenting personalized content from claim 1, further comprising:

generating a dynamic profile based on the login identifier; and

sending a secure email message from the user to a customer support representative, wherein data from the dynamic profile is available to the customer support representative.
8. The method for presenting personalized content from claim 7, wherein the secure email message is sent to the customer support representative without requiring the user to provide authenticating data.